Adobe® GoLive™ version 4.0

Backgrounder

In January 1999, Adobe Systems, Incorporated, acquired GoLive™ CyberStudio™ from GoLive Systems, Inc., the industry's hottest developer of professional visual design and publishing tools for the Web. GoLive CyberStudio for Macintosh, the company's flagship visual Web authoring tool, is used by top designers worldwide to design, produce and maintain cutting-edge Web sites.

Within 18 months of the product's debut in 1997, GoLive delivered three successive versions of CyberStudio for Macintosh, and Web designers everywhere quickly incorporated the product into their Web workflow process. CyberStudio was a natural complement to a required toolset that included Adobe® Illustrator® for vector design, Adobe Photoshop® for manipulating raster images and Adobe ImageReady® for processing them. When used in conjunction with Adobe products, Web designers had an unbeatable solution. With more than 25 awards for best Web design software and 45 top reviews in leading publications, CyberStudio has been widely accepted and critically acclaimed by professional Web publishers, industry influencers and reviewers.

Already the recognized market leader in graphics and publishing, Adobe's strategic acquisition of GoLive Systems clearly underscored its commitment to lead Web and cross-media publishing with a tightly integrated suite of best-of-class tools. Now, less than two months after the acquisition, Adobe is making good on its pledge by introducing Adobe GoLive 4.0 software, the first cross-platform upgrade of CyberStudio. Soon, Windows users will enjoy the benefits of the visual development environment that Macintosh designers have been praising since 1997. GoLive 4.0 delivers the cutting-edge innovation and rapid upgrade cycle that designers have come to expect from GoLive and the cross-platform support that Adobe has committed to deliver to customers.

Adobe GoLive includes everything Web authors need to design and produce exciting Web sites, including e-commerce sites, without complex programming. Adobe GoLive gives users complete control over HTML in a visual design environment while automatically generating industry-compliant HTML code. The result is HTML that even the most discerning Web programmers appreciate. Due to its cross-platform and multi-browser support, the advanced site management tools in Adobe GoLive make it easier than ever to create and maintain Web sites. Adobe GoLive has been used to produce Web sites for Aware Records, Music Boulevard, Cartoon Network, Warner Bros. Records, The Associated Press, Virgin Records, The Chicago Tribune, Apple Computer and many others.

GoLive Systems was founded in 1996 by Andreas Poliza, who served as chairman and CEO until the company was acquired by Adobe. Poliza now holds the newly created position of chief internet strategist at Adobe, where he is responsible for defining and directing the company's Web strategy. The GoLive R&D team is based in Hamburg, Germany, and is led by Thomas Mürhke, Adobe's senior director of Web Publishing.

Adobe GoLive now takes its place as the visual layout Web design tool in Adobe's award-winning suite of professional applications, allowing Adobe to offer an industrial-strength suite of products that address the needs of world-class Web site creation.

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